

Research on the Development Path of Wenzhou Cultural Industry

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Abstract

In recent years, Wenzhou's cultural industry has been developing rapidly, but on the whole, it is still in the primary stage of development and market cultivation, mainly in terms of its low proportion in the total national economy, its less than reasonable industrial structure and layout, its lack of cultural products with unique Wenzhou characteristics, and its overall level lagging behind other cities in Zhejiang Province. This paper analyses the development of Wenzhou's cultural industry, attempts to solve the deep-seated problems that affect and restrict the scientific development of Wenzhou's cultural industry, and proposes path options on how to develop the cultural industry into the most active, competitive and characteristic industry with the most local cultural heritage in Wenzhou.

Keywords

Cultural Industry; Wenzhou; Development Path.

1. Introduction

"The blueprint for the development of Wenzhou in the 14th Five-Year Plan is gradually unfolding, in which the development of cultural industry has been mentioned to an unprecedented height, and it has become a new idea for the economic transformation of Wenzhou to seize the opportunity of cultural development policy, integrate into the overall situation and contribute to the great development of local cultural industry.

How to dig deep and revitalise regional culture? How can the development of local cultural industries be expanded, make Wenzhou be transformed and upgraded in the new round of global industrial chain, supply chain and value chain? This is the objective of this paper.

2. Structure of the Cultural Industry in Wenzhou

Wenzhou's cultural industry is based on Wenzhou's characteristic resources and regional advantage industries, with distinctive local characteristics. Wenzhou has a deep cultural origin, a wide cultural lineage and a rich cultural resource, including the ancient country of Dongou, the famous national historical and cultural city, the birthplace of Chinese landscape poetry, the hometown of Chinese mathematicians, the hometown of Chinese fable literature creation, the hometown of southern opera, the capital of song and dance, the famous city of calligraphy and painting, the hometown of a hundred works, etc. Meanwhile, Wenzhou has more than 40 national brand gold business cards, including "China Printing City", "China Education Toy Capital", "China Arts and Crafts Production Base", and "China Folk Arts and Crafts Capital". Over the years, it has developed a cluster of light industries, including footwear, printing, gifts, pen and pencil making, and educational toys, which provide a wide range of applications for the development of cultural industries.

Among them, Ou sculpture and boxwood carving were included in the national traditional craft revitalization project; 12 items such as Ou embroidery were selected as the first batch of provincial traditional craft revitalization projects.

In addition, Wenzhou also produces celadon, wood carving, banana skin painting, brocade, straw weaving art, Ruihe crab cakes and other characteristic cultural products, which are each unique and have great cultural and artistic value.

3. Current Situation of Cultural Industry Development in Wenzhou

In recent years, Wenzhou has achieved fruitful results in the development of cultural industries, with a number of key cultural projects and projects landing one after another, and a number of parks, neighborhoods and key cultural enterprises getting stronger and stronger, presenting a good trend. 2021, the city's total output of cultural industries is about 110 billion yuan, officially stepping into the 100 billion level industry; 4 provincial key cultural industry parks and 11 provincial cultural and creative neighborhoods were selected in 2022. In 2022, the Wenzhou Municipal Government made a historic breakthrough in the competitive allocation of special funds for the development of cultural industries in Zhejiang Province, with the selected projects and support funds ranking first in the province.

In terms of cultural and creative industries, with the support and attention given by the state to cultural and creative industries, Wenzhou's cultural and creative industries have also gradually emerged. At present, Wenzhou has formed a cultural and creative industry with animation, games, film and television, music, design and art as the main industries.

In terms of cultural tourism, Wenzhou has numerous historical sites and natural landscapes, such as Ruian Ancient City, Yandang Mountain and Nanji Island, which have attracted a large number of tourists to visit the city and injected new vitality into Wenzhou's cultural industry.

As for cultural facilities, Wenzhou has a number of advanced cultural facilities, such as the Wenzhou Cultural Arts Centre, the Wenzhou Museum and the Wenzhou Library, which provide good infrastructure for the development of the cultural industry. In short, Wenzhou's cultural industry is developing and growing, and will have even broader development prospects in the future, as shown in the following three aspects.

3.1. The Scale and Conglomeration of the Cultural Industry is Becoming More and More Significant

With the continuous progress of reform and opening up, the reform of the scale and grouping of the cultural industry in Wenzhou has been carried out continuously. As early as in the 1990s, grouping pilot projects such as CHINT and Delixi had already begun. At present, the construction of Wenzhou Cultural Industry Group has begun to take shape, enabling the restructuring of the management mode, capital circulation, and technological development of the cultural industry, allowing the advantages of each industry to complement each other while rationally allocating cultural resources, reducing the weaknesses of long return on investment and high operational risks, and thus greatly enhancing the overall economic benefits of China's cultural ind

3.2. The Trend of Structural Upgrading and Industrial Integration within the Cultural Industry Has Accelerated

The rapid development of the information industry has led to the gradual optimization of the structure of the cultural industry, with different industries or different industries within the same industry interpenetrating and intersecting with each other, gradually developing into new industries. In this process, the cultural industry has entered a higher level of development, both in terms of technological level and cultural content, as reflected in the high technological content of cultural products and services, low cost and energy consumption, advanced production technology and high cultural added value. At the same time, the development of the cultural industry will also continue to push the reform of all social industries to deepen comprehensively and move towards integration, the fundamental role of the market in the

allocation of resources will be put into practice, and a model of compatibility between the government and the market will gradually take shape.

3.3. The Trend of Globalization of Cultural Industry and Diversification of Investment Subjects Has Risen

With the further opening of China's cultural market, the trend of globalization of culture has become very obvious. After joining the WTO, Wenzhou's local cultural industry has seen the co-existence of foreign capital, joint ventures and other forms of ownership, and the phenomenon of private capital and international capital investing in the cultural industry has gradually increased. The opening up of cultural resources has both positive aspects and at the same time generates some disadvantages. Foreign cultural industries have obvious advantages in terms of financial strength, technical level and market competitiveness, which objectively intensifies the degree of competition for cultural resources for Wenzhou's local cultural industry; however, convergence with the international cultural market will prompt Wenzhou's cultural market to gradually integrate into the world system and seek the high ground for its own future development in a competitive and fair, standardized and orderly cultural environment.

4. Difficulties in the Development of Wenzhou's Cultural Industry

While Wenzhou's cultural industry continues to grow and develop, there are a number of dilemmas.

4.1. Shortage of Capital

The development of the cultural industry requires a large amount of financial support, but the cultural industry in Wenzhou still faces a shortage of funds, especially for start-up enterprises, and the lack of funds can greatly limit their development.

4.2. Lack of Talents

The cultural industry needs talents in creativity, design, planning and marketing, which are currently relatively scarce in the Wenzhou market. This lack of talent not only affects the development of the cultural industry, but also leads to a lack of competitiveness of the cultural industry.

4.3. Small Market Size

The relatively small size of the market in Wenzhou makes the cultural industry very competitive in the market and also limits the rate of development of the cultural industry.

4.4. Lack of Branding

Wenzhou's cultural industries lack visibility and branding, which makes it difficult for them to gain more attention and recognition in the market.

4.5. Inadequate Copyright Protection

The development of the cultural industry requires strict protection of intellectual property rights, but in Wenzhou, there are still many problems with copyright protection in the cultural industry, which restricts the healthy development of the cultural industry. These dilemmas are all challenges that need to be overcome in the development of Wenzhou's cultural industry.

5. Choice of Development Path for Wenzhou's Cultural Industry

Wenzhou has a history of more than 2,000 years as a city, and its golden name card of "Town of Hundred Industries" shines brightly, and Wenzhou has been a prosperous commercial port for 1,000 years. The development of Wenzhou's cultural industry must be based on the advantages of local cultural industry development, and polish Wenzhou's recognition, broaden the space

for industrial development, take the supply-side structural reform as the main line, activate demand, guide consumption, and pry the huge market of Wenzhou's cultural industry.

5.1. Promoting the Development of Cultural Industries through Design Thinking

Drawing on the successful experiences of creative cities and "design capitals" at home and abroad. Actively advocate and develop innovative urban design to inject new vitality into Wenzhou's high-quality development. Empowering design to provide an effective way to improve the quality of the urban environment, improve the quality of life of residents, and enhance the city's attractiveness to talent and sustained innovation.

With the creation and declaration of a Design Capital as a grip, it is recommended that a special working team and a day-to-day coordination body be set up to promote all types of creative design and to develop and improve incentive policies and mechanisms. Actively develop design training, conferences, forums, exhibitions and other cultural and creative design activities. Encourage enterprises and citizens to participate in design and create a strong atmosphere of creative design. Continuing and innovating the culture of the landscape city and building iconic buildings and future communities with domestic and international influence year by year.

5.2. To Find New Breakthroughs from the Integration of Culture and Tourism

It is important to look for an increase in the added value of cultural industries from the strengths of Wenzhou's manufacturing industry, which has a foundation. Mainly the creative design industry and digital culture industry, industrial thinking needs to be broken through and expanded, for example, many bamboo weaving practitioners see their products as agricultural products, and many light industrialists only focus on their functional attributes and cannot see the powerful driving force of creative craft design.

We need to find breakthroughs and cultivate special cultural industries from the advantages of cultural and tourism resources. Mainly ou arts and crafts industry, non-heritage industry and ou cultural tourism industry. In the thick Ou cultural resources and our public cultural service resources that have gained fame in recent years, integrate cultural and creative elements to make Ou sculpture a new option for urban sculpture and Ou kiln an Ou non-heritage industry.

5.3. Diversity of Talent Reserves is the Driving Force of Urban Development

First of all, Wenzhou should vigorously promote the "attraction of wisdom project". At present, there are sound mechanisms and policies for attracting intelligence within the system, but the cultural industry employs more people and creative talents outside the system, which requires the introduction of policies and incentive mechanisms for the introduction of talents outside the system.

Secondly, the cultural industry needs to be developed and improved on the basis of the city's characteristics. Wenzhou's light industry has an excellent foundation, with garments, leather shoes, printing and packaging, and pens having a certain share and influence in the domestic and international markets. Through policy guidance to give full play to the upstream original design of enterprises, but also do a good job of downstream derivative development.

Third, give full play to the tangible hand of finance and prioritise support for the industry. The government should establish a more scientific mechanism to support projects and use the limited funds for key categories.

5.4. Creating a Recognizable City IP

Wenzhou should refer to the cultural positioning of cities in Guangdong, Hong Kong and Macao. Wenzhou should build an "international first-class commercial and cultural city", learn from the practice of Quanzhou, and promote the integration of the cultural capital of East Asia with the cultural construction of the city of modern civilization. We should support content

industries such as planning and design, support the construction of national design centres, launch 100 million projects, create 100 regional and cultural brands, introduce 1,000 design talents and nurture 10,000 enterprises. Make bigger platforms such as the National Advertising Industry Park and promote the construction of creative platforms for youth.

Create a recognizable Wenzhou city cultural IP image, build a quality tourism city through the "Ou River Landscape Poetry Road", develop the dragon boat leisure culture industry, hold cultural exhibitions for special industries, hold the World Shoe Design Conference, attract the return of the world's Wenzhou designers, and create a "World Design Capital". The city will also host a cultural fair for special industries, hold a world footwear design conference, attract the return of the world's Wen designers and create a "world design capital".

5.5. Creating a City of Private Museums

It is recommended that the overall planning be strengthened and the foundation for the creation of the City of Private Museums in China be consolidated. It is recommended that the construction of the cultural belt of the historic old city and the cultural industry belt of the Tang River be done. The development of museum clusters along the Tang River should be incorporated into local development strategies, given clear positioning, the museum clusters along the Tang River should be incorporated into urban development planning, and private museums with outstanding characterization and good development of collections, exhibitions and industries should be given a certain tilt in land use indicators to help create a cluster of internationally influential venues and space for industrial development. Guide the cultural industry brands with characteristics and development to gather on both sides of the Tang River to discover and accelerate the planning and construction of the Tang River Cultural and Creative Park. The city will take advantage of the mountainous landscape of Dongou, so that the two banks of the Thousand-Year-Old Tang River can form a contemporary "Qingming Shanghetu" through the development of a cluster of cultural and art industries.

In addition, Wenzhou also needs to add more creative cultural activities to attract more young people to Wenzhou, to retain them, and to make sure that young people feel that Wenzhou is also a fun city.

5.6. Cultivating Composite Traditional Craft Leaders

Emphasis should be placed on cultivating composite young and middle-aged leading talents in traditional crafts who have commitment, vision, skills, can operate and can manage. The development of traditional arts and crafts into modern aesthetic arts should be properly guided and nurtured. Promote original and fine works of art that are creative and thoughtful without losing traditional skills.

To protect and respect national masters and industry leaders, suggest that the government fund the establishment of individual art galleries, increase support for the cultivation of provincial masters and industry top-notch competence as well as please introduce a funding policy for national masters and provincial masters to lead apprenticeships and learn the art as soon as possible.

Vigorously develop folk art galleries. The 13th Party Congress in Wenzhou proposed to build a "City of Private Museums in China", and vigorously developing folk art museums is the most powerful initiative to build a "Design Capital".

5.7. Create a City Brand to Integrate Industrial Culture

To drive enterprises with explosive cultural and creative products, and lay the foundation of brand culture for enterprises and cities. Enterprises should give full play to their strengths and shape the brand culture image of "Ouyue famous enterprises" from the practical point of view.

With industrial design as the core, set up an international industrial designer alliance to create a "design innovation" city. By integrating government and social resources, and integrating the capabilities of existing design platforms, design resources from home and abroad are consciously overlaid, integrated and linked together to form a linkage for the overall regional brand impression.

Transforming old neighborhoods and industrial areas to improve the economic benefits of urban culture and tourism, and building the cultural image symbol of the "Millennium Business Port". Create the first 'Millennium Street' cultural district in the country, implanting the cultural story of Wenzhou's 'Millennium Commercial Port' into the hearts of the public.

5.8. Raising Awareness of the Animation IP in Wenzhou

At present, Rongjun Animation's "Xinqi Exploding Dragon Chariot" IP is well-known in the country, but people do not know that the "Xinqi Exploding Dragon Chariot" comes from Longgang, Wenzhou, and hope that with the power of the government, for example, to create Longgang city with animation elements, in the park can be implanted We hope that with the power of the government, for example, to create a city of Longgang with animation elements, we can implant the image of "Xinqi Pop Dragon Chariot" in the park, to promote the importance of animation design, to raise awareness in Wenzhou, and to attract more cultural industry resources to Wenzhou.

Longgang is in great need of animation design professionals, and with the creation of a "design capital" as an entry point, it is even more urgent to introduce talent. For example, you can build a university in Longgang or set up a branch campus in several universities in Wenzhou to train animation design talents, and it will be more convenient for local students to take up internships in enterprises or to be employed after graduation.

5.9. Strengthening the Combination of Culture and Technology

The combination of culture and technology and the development of the cultural digitisation industry is a current entry point for Wenzhou in the context of new technologies. The existing construction of a large number of cultural spaces can be digitally integrated and connected to realise the digitisation and precise reach of cultural services; the construction of a pilot copyright city provides opportunities for the digitisation of copyright and its derivative applications. The rise of digital collections is a huge opportunity for the digital transformation of all types of literary works and the reapplication of copyright, and offers many possibilities for Wenzhou.

It is recommended that a cultural technology or digitisation industry fund be set up to incubate, introduce and nurture cultural production enterprises with the power of capital, and to promote the high-quality development of the city's cultural production.

6. Conclusion

Culture is the root and soul of a city. Wenzhou has a history of 5,000 years of civilisation and 2,200 years of city building, and has nurtured a diverse, open and distinctive Ouyue culture and humanistic spirit, creating the "Wenzhou model" that has attracted worldwide attention. Culture has been deeply integrated into the history of the development of Wenzhou's local industries. It is one of the issues worthy of attention at present and in the future to further innovate the cultural industry and activate the creativity of Wenzhou's local cultural industry.

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